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PRESS RELEASE
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Shop Rite in Manchester Offers Lowest Prices in Survey

In a price comparison survey of area supermarkets conducted by the City of Hartford Advisory Commission on Food Policy, Shop Rite in Manchester rates as the supermarket with the lowest prices. Closely following the Shop Rite in Manchester is Hartford's newest Supermarket, Megafoods, which is located on 76 New Britain Ave. Shop Rite in Manchester has prices that are 14% lower than the supermarket with the highest total price in the survey, Big Y in East Hartford.

In addition to price data, each supermarket survey contains helpful information for consumers. The spring supermarket survey features information about Hartford area farmer's markets. Run by the Connecticut State Department of Agriculture, these weekly markets offer farmers the chance to sell their products directly to consumers. Many of the Hartford area farmer's markets accept coupons distributed by the WIC program. The Commission conducts the survey twice a year in eight area supermarkets as a public service to residents in Hartford and surrounding towns. The supermarkets are chosen both for their proximity to the city as well as their accessibility using public bus lines. A forty-one-item market basket approximates the type of purchases that a typical grocery shopper would make in a given week. The item list was developed using general United States consumption information reported in the Progressive Grocer Magazine, the USDA's Thrifty Food Plan, and advice from researchers who have done market basket surveys in the past. The list was adapted according to product availability in the survey stores to make comparisons possible.

Prices for the survey are based on actual store prices recorded by Commission volunteers. The prices in this survey are accurate for one week beginning on May 17th, 2004.

The supermarkets surveyed - from least to most expensive - are:

- * Shop Rite, Manchester
- * Megafoods, Hartford
- * Stop & Shop, Hartford
- * Stop & Shop, Wethersfield
- * Stop & Shop, Bloomfield
- * Waldbaum's, West Hartford
- * Shaw's, West Hartford
- * Big Y, East Hartford

While Shop Rite in Manchester had the lowest overall prices, Megafoods in Hartford had the lowest prices for fruits, vegetables, meat, eggs, and dairy. Shop Rite in Manchester, Stop & Shop in Hartford and Stop & Shop in Wethersfield had the lowest prices for dried and canned goods.

To receive a copy of the supermarket survey, contact Tigre Lusardi at the Hartford Food System, (860)-296-9325. The City of Hartford Advisory Commission on Food Policy was founded in 1991 as the city's food advocate. Its members are appointed by the Mayor and City Council.

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